

MULTIPLE DESTINATION BANNERS

ABSTRACT

5 The present invention provides software,
methods, and computer systems for displaying banner
ads with a set of navigation options presented to an
end-user, such as a customer or consumer, who selects
or clicks on the displayed banner ad. The navigation
options include URLs on a network to which the end-
user computer is connectable. The invention includes
10 software, systems, and methods for allowing the
publisher to define and update the set of options.
The invention includes software, systems, and methods
for recording display event statistics for the banner
ad whether the end-user is viewing the banner ad
15 either off-line or on-line. The invention also
includes a means for targeting and sending messages
across the network to end-users.

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